

We claim:

1. A method for merchandising information to broadcast customers comprising:
  - 5 establishing a database to store and to organize said information and to maintain it current through input of information as it becomes available;
  - 10 selecting that information which is to be provided to each broadcast customer;
  - 15 editing said selected information to produce one or more individualized data streams, an assigned data stream for each customer, each said data stream being ready for on-air broadcast;
  - 20 establishing an Internet web site and transmitting said data streams to that web site;
  - 25 providing means that allow each broadcast customer to access its assigned data stream through said web site; and
  - 30 transmitting said assigned data stream to the customer.
2. The method of claim 1 wherein said editing is performed at a single location that is remote from the location of the broadcast customers.
3. The method of claim 2 wherein said editing includes integration of the selected information with suitable graphics.
4. The method of claim 1 wherein said merchandised information comprises sports data and weather information.
5. The method of claim 4 wherein said selected information includes scores and schedules of contests within the customer's marketing area.
- 30 6. The method of claim 4 wherein said selected information includes weather data from sites within the customer's marketing area.

7. The method of claim 4 wherein said editing includes integration of  
5 weather and sports information to provide a game-time forecast of weather  
conditions at a specific game site.

8. The method of claim 1 wherein said editing is performed at a location  
that is remote from the location of the broadcast customers, and includes a  
10 selection by the customer of information to be included within its data stream.

10. The method of claim 8 wherein said assigned data stream is  
transmitted to the customer upon the command of that customer.

15 11. The method of claim 8 wherein said editing includes selection by the  
customer of advertising material that is integrated with said selected information in  
the assigned data stream.

20 12. The method of claim 8 wherein each data stream is different from all  
other data streams.

13. The method of claim 8 wherein said information is proprietary to the  
seller.

25 14. The method of claim 8 wherein the customer broadcaster is allowed  
web site access only to its assigned data streams.

15. The method of claim 8 wherein said information is edited to produce  
a data stream in real time.